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Nissan returns $40M to print

Carmaker reverses an '89 shift to spot TV, as it prepares to launch pair of new vehicles

By Scott Donaton and Cleveland Horton

In a dramatic strategy change, Nissan Motor Corp. USA this fall will return to print media with a splash, putting an estimated $35 million to $40 million in magazines to support the introduction of two vehicles.

The move essentially reverses Nissan's 1989 shift of the bulk of its consumer magazine budget into spot TV, a decision that stunned and wounded many publishers.

American Honda Motor Co., however, is said to be planning to take the other route, cutting as much as 10% from its magazine budget for the '93 model year. That comes even though its Accord, the best-selling car in the U.S., will compete directly with Nissan's new Altima.

Publishing industry executives are celebrating Nissan's strong return to magazines, painting it as an admission that the TV strategy failed.

"They are getting back into print in a big way," said a senior West Coast publishing executive who asked not to be identified. "Their big foray into broadcast—this big, breakthrough strategy—simply didn't work. Nissan sales continued to go totally in the tank."

Nissan officials and executives of its agency, Chiat/Day/Mojo, Venice, Calif., were attending a dealer meeting in Nashville, Tenn., last week and were unavailable for comment.

Magazine publishers said Nissan will kick off campaigns for

(Continued on Page 23)

Print ads are important to the new Nissan Altima GXE model, but three years ago the emphasis was on spot TV instead.

Fred Heinz

James Brady shares a convention break in Houston with Bush confidant Roger Ailes of Ailes Communications.

Ailes as ad czar? 'No! No! No! No!'

But if friend Bush were to ask . . .

By James Brady

HOUSTON—Roger Ailes was not amused.

It was 7:30 in the morning last Wednesday at the Wyndham Warwick Hotel. Ailes, who crafted the successful 1988 advertising and image-building campaign of candidate George Bush, was denying front-page stories saying he was back on the team for '92, would play a major role in the re-election drive and in fact had all along been advising the Bush team just how to do it.

"Not true," he told me. "It's a bleep. I smell [senior Bush adviser Jim] Baker in this. I went down and told them if I had been advising all along, you wouldn't be 20 points behind [in the polls]. I saw Mitch

■ James Brady views an "unconventional" week—Page 16.

(Continued on Page 25)

Nestle targets dieters with new chocolate fix

Sweet Success' budget could rival Ultra Slim-Fast's $78M

By Bradley Johnson

Nestle wants to take a big gulp out of Ultra Slim-Fast.

The world's largest food company will introduce Sweet Success, a powdered chocolate diet meal replacement, with an ad budget that could rival the meal replacement leader's $78 million.

Advertising will break New Year's Eve, D-day for dieters, on the West Coast. Nestle Food Co. plans to go national with the product later in 1993.

Nestle is going into a diet frenzy as the market for diet powders shows signs of drying up. But it could also see opportunity as Ultra Slim-Fast suffers.

Sales of meal replacements in supermarkets and drugstores skidded 45% to $275.4 million for the 12 months ended in June, estimates Towne-Oller & Associates, a market researcher. Thompson Medical Co.'s Ultra Slim-Fast, with an 88% share, is seeing most of that decline.

"The market is in a free-fall," said an industry consultant who estimates sales now are tracking at half their peak of the late '80s. Ultra Slim-Fast and its rivals are fads, he said, and dieters are waiting for the next "panacea."

But those associated with Sweet Success say the brand will fatten the category.

"The one thing we and Nestle have learned . . . is that the diet [market] is one that thrives on new products," said Diane

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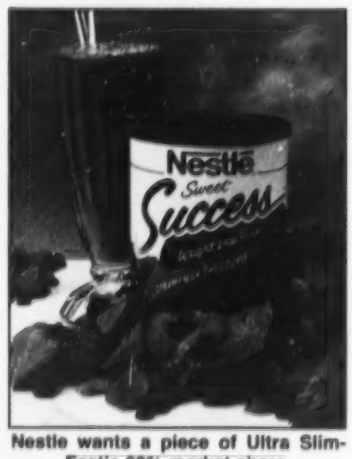

Nestle wants a piece of Ultra Slim-Fast's 88% market share.

LAST MINUTE NEWS

McCann works on youth effort for Coke

SEATTLE—McCann-Erickson Worldwide here is said to be working on a Coca-Cola Classic campaign targeting youth separate from the brand's regular ads via McCann's New York office. Internal disagreement among Coca-Cola USA executives over whether to run a separate youth campaign makes it unclear whether the new effort will air. The company is said to have tested, but nixed, similar campaigns in the past. Coca-Cola and McCann wouldn't comment.

FCC: Aborted-fetus political ads OK

WASHINGTON—Federal Communications Commission last week declined to rule that political spots featuring aborted fetuses are indecent. The agency did say broadcasters can provide warnings that the commercials may be disturbing to children. The FCC

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BRAND SCORECARD

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Coke II enters markets without splashy fanfare

By Patricia Winters

Coca-Cola USA is adopting a strategic, limited-action role for Coke II.

As the soft-drink giant moves Coke II, a repackaging of new Coke, into markets around the country, it won't use a major ad campaign and may not even distribute the product nationally, said an executive familiar with the plans.

Coca-Cola doesn't want to "raise the specter" of the new Coke fiasco again and simply wants to clarify the name problem between that product and Coca-Cola Classic, the executive said.

"The only role for Coke II is to protect Classic against the threat of [Pepsi-Cola] taste tests and get that name change," the executive said. "Beyond that, I don't think the company has any interest in it."

Coke II is being introduced in markets where Pepsi leads or is close behind combined Coca-Cola Classic and new Coke sales, particularly in the Midwest and East Coast, the executive said.

The product is unlikely to be sold in the Southwest or Southeast, where Classic is king, the executive said. In these and other markets, new Coke will probably fade from store shelves.

"They're not going to make a big fanfare out of Coke II—no splashy advertising, because it doesn't fit with the objectives," the executive said.

Advertising directly positions the product against Pepsi, using the words "Real cola taste plus the sweetness of Pepsi." However, radio spots are airing in upstate New York with the line "Coke II—the one for you," and one ad executive said that could be the new theme. McCann-Erickson Worldwide, New York, handles Coca-Cola Classic and Coke II.

The ad executive also said he expects the marketer to phase out the word "classic" from Coca-Cola Classic by de-emphasizing it in advertising and shrinking the word on packaging. Coca-Cola said it has no plans to drop "Classic" from its name.

Coke II is selling at discounts to generate trial. In Chicago, Walgreens is selling six-packs for 99¢, while in Albany, N.Y., Coke II was introduced in 20-ounce packages with 4 ounces free.

Pepsi is mum about its plans.

"We wouldn't let any competitive move go unresponded, but we're not ready to detail for Coke what we're going to do," said Gary Gerdemann, Pepsi-Cola Co.'s manager-public relations.

With the fizz gone from the soft-drink market, cola marketers recognize the wisdom of holding onto whatever share they can get, said Bruce Oman, president of Marketing Services Group, a consultancy. Although new Coke has only a 0.6% share of the $47 billion soft-drink category, that represents sales of about $280 million. □

'SI' to name new publisher

By Scott Donaton

NEW YORK—Time Inc. is expected to name a new publisher at *Sports Illustrated* in the next few weeks, returning current Publisher Mark Mulvoy to the position of full-time managing editor.

The move will be the first directed by Don Logan, named president-chief operating officer of the Time Warner unit in June.

Mr. Mulvoy was named publisher of the weekly in October 1990 after six years as managing editor.

He again assumed the duties of managing editor in April, when his successor, John Papanek, was named director of new media development at Time Inc. At the time, an internal memo said Mr. Mulvoy was to identify and train a new managing editor "as expeditiously as possible."

Although no decision has been made on a new publisher, James Hayes, publisher of *Fortune*, is believed to be a lead candidate. But several people said he probably wouldn't be interested in the post.

Another candidate could be Dave Long, Time Inc. VP-marketing, who has been rumored to be moving to a new post.

Mr. Logan's choice of a successor "will give an indication to what his thought process is," said one Time Inc. executive who asked not to be identified. The executive said the *SI* move could be the first of a number of personnel moves by Mr. Logan, though he declined to be more specific.

A Time Inc. spokesman declined comment on any possible changes but said, "Mark Mulvoy is a highly regarded talent and certainly key to the *Sports Illustrated* franchise." Mr. Mulvoy declined comment.

While Mr. Mulvoy is regarded as a strong editor, "there is a perception on the staff that there's really no plan for the business side," said one *SI* staffer who requested anonymity.

But another company executive insisted the decision to name a new publisher "is at Mark's instigation," adding that Mr. Mulvoy is more comfortable on the editorial side. □

Ayer may consider majority sale

Agency talks with Ketchum, others as Siano softens stance

By Melanie Wells and Gary Levin

N W Ayer may have to relinquish majority control to attract a deep-pocketed investor.

Over the past two years, Ayer Chairman-CEO Jerry Siano has spurned several suitors because of his insistence that a partner get only a minority stake in the privately held agency, industry executives say.

But he now appears to be softening his stance as Ayer seeks a financial boost, more top management expertise and a stronger overseas presence.

Ketchum Communications, the Pittsburgh-based agency group seeking to expand in New York, confirmed it's held preliminary discussions with Ayer in recent months, little more than a year after rejecting Ayer's overtures because of the latter's unwillingness to sell anything more than a minority stake.

One executive close to Ayer said the agency is also in discussions with three other shops. Dentsu and Euro RSCG, which backed out of talks with Ayer, aren't involved in the new round.

Siano

"It's always a harder thing to do, sell a minority interest or have equal ownership, because it requires a partnership," Mr. Siano said. "But I don't know at this point if I would consider something else."

In the past, Mr. Siano has firmly refused to sell anything but a minority stake.

Keeping the Ayer name has been Mr. Siano's priority while he shops the $754 million agency to potential investors. Ideally, he said, that would lead to at least a partial sale of Ayer to a major holding company, which could then operate the agency as an independent subsidiary.

It's believed Mr. Siano, 57, may retire within three to five years, so an investor could broaden its holdings by buying a minority stake now, then purchasing Mr. Siano's own shares when he leaves the company. The extent of his holdings are unknown.

Mr. Siano suggested Ketchum wouldn't help much in boosting overseas operations.

"They're not strong internationally, and that's the point," he said.

A major stumbling block to an Ayer/Ketchum deal is the client conflict between General Motors Corp., for which Ayer handles corporate advertising, and American Honda Motor Co.'s Acura division, a $120 million-plus account at Ketchum's Los Angeles office.

But both accounts are the subject of rumors, because of Ketchum's struggles with Acura and GM's corporate reorganization, which has led the automaker to suspend some corporate advertising.

Paul Alvarez, Ketchum's president-ceo, would only acknowledge his agency had been in discussions with Ayer "from time to time." □

Exclusive Ad Age - A.C. Nielsen market shares

BRAND SCORECARD

This report ranks the 10 hot brands in 10 dry grocery supermarket categories.

Cookies

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	private label	$247.3	9.9	7.7	7.1
2	2	Nabisco Oreo cookies	217.3	0.1	6.8	6.9
3	3	Nabisco Chips Ahoy! cookies	159.5	-3.5	5.0	5.2
4	4	Archway cookies	131.6	-1.2	4.1	4.2
5	5	Little Debbie cookies	111.1	6.8	3.5	3.3
6	6	Nabisco Fig Newton cookies	103.3	14.5	3.2	2.9
7	7	Mother's cookies	90.6	1.8	2.8	2.8
8	8	Pepperidge Farm cookies	65.7	-17.2	2.0	2.5
9	10	Nabisco Nilla cookies	65.1	-2.3	2.0	2.1
10	13	Murray cookies	53.0	6.5	1.7	1.6
		Total cookies	3,208.0	1.4	100.0	100.0

Dollars are in millions for 52 weeks ended June 27, 1992.

The cookie market has struggled as consumers cut back on snacks during the recession. Premium-price cookies, like Pepperidge Farm, have crumbled; while, on the other end of the spectrum, private-label cookies have become a more affordable choice. Nabisco's Fig Newton line has benefited from a fat-free positioning.

Cake mixes

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	Duncan Hines	$120.3	-1.4	37.1	37.3
2	2	Betty Crocker	113.3	-0.5	34.9	34.7
3	3	Pillsbury	66.6	1.9	20.5	19.9
4	4	private label	16.9	-9.4	5.2	5.7
5	5	Jiffy	4.2	-4.6	1.3	1.3
6	6	generic	0.8	-21.2	0.3	0.3
7	8	Sweet 'N Low	0.6	-1.1	0.2	0.2
8	7	Dromedary	0.5	-27.6	0.1	0.2
9	9	Estee	0.4	-4.3	0.1	0.1
10	11	Washington	0.2	-9.1	0.1	0.1
		Total cake mixes	324.1	-1.1	100.0	100.0

Dollars are in millions for 52 weeks ended June 27, 1992.

Conventional wisdom holds that during a recession, many consumers return to scratch baking. Still, the market for top-line brand layer cake mixes nearly held its own last year. Spurred by new "light" mixes—with reduced calories and fat—both General Mills' Betty Crocker and Pillsbury Co. gained on Procter & Gamble's Duncan Hines.

Pretzels

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	Rold Gold	$50.0	28.0	12.9	12.3
2	10	Mr. Phipps	40.8	472.9	10.5	2.2
3	3	Snyder's of Hanover	38.7	25.9	10.0	9.7
4	2	private label	37.8	5.5	9.7	11.3
5	4	Bachman	21.7	-2.8	5.6	7.1
6	6	Mister Salty	20.1	5.4	5.2	6.0
7	7	Keebler	18.3	23.3	4.7	4.7
8	5	Combos	16.9	-11.1	4.4	6.0
9	11	Quinlan	11.3	62.1	2.9	2.2
10	8	Tom Sturgis	10.2	1.4	2.6	3.2
		Total pretzels	388.7	22.6	100.0	100.0

Dollars are in millions for 52 weeks ended June 27, 1992.

Promoting a fat content that's relatively low among snack foods, pretzels have found a new twist for health-conscious consumers. All the leading pretzel brands posted healthy sales increases. Mister Salty marketer Nabisco boosted its pretzel presence by completing national rollout of Mr. Phipps, billed as the first "pretzel chip."

Mexican sauces

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	Pace	$150.1	15.8	26.7	26.1
2	2	Old El Paso	118.1	8.8	21.0	21.9
3	3	Frito-Lay	55.0	22.5	9.8	9.1
4	6	Chi-Chi's	44.0	38.3	7.8	6.4
5	5	Ortega	40.7	3.4	7.3	7.9
6	4	La Victoria	40.2	-0.5	7.2	8.2
7	7	Las Palmas	13.9	2.7	2.5	2.7
8	8	Herdez	9.1	24.0	1.6	1.5
9	9	El Pato	6.8	4.4	1.2	1.3
10	12	private label	6.4	34.6	1.1	1.0
		Total Mexican sauces	561.5	13.2	100.0	100.0

Dollars are in millions for 52 weeks ended June 27, 1992.

Mexican sauces are overrunning ketchup as condiment of choice for many Americans. While the $450 million ketchup market was stagnant last year, salsa sales increased a healthy 13.2%—led by Pace Foods and Pet Inc.'s Old El Paso. Frito-Lay and Geo. A. Hormel & Co.'s Chi-Chi's brand also posted spicy results.

Salad & cooking oils

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	Wesson	$210.7	-2.3	20.1	19.5
2	2	private label	186.6	-0.5	17.8	17.0
3	3	Crisco	161.4	-4.6	15.4	15.3
4	4	Mazola	134.1	-15.6	12.8	14.4
5	6	Bertolli	68.3	3.5	6.5	6.0
6	5	Puritan	55.3	-20.4	5.3	6.3
7	7	Filippo Berio	36.6	-1.5	3.5	3.4
8	8	Hollywood	31.4	-5.0	3.0	3.0
9	9	Pompeian	20.7	-1.8	2.0	1.9
10	10	Star	14.8	23.9	1.4	1.1
		Total salad & cooking oils	1,049.1	-4.9	100.0	100.0

Dollars are in millions for 52 weeks ended June 27, 1992.

Did Procter & Gamble make the healthy choice by adding the Crisco name to labels of its Puritan canola oil? Crisco's share was flat last year, but Puritan lost a share point after the relabeling. Olive oil is the growing part of the cooking oil category, with Bertolli, Filippo Berio and ConAgra's new Wesson olive oil all gaining share.

Granola, yogurt, fiber bars

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	4	Kellogg's Nutri-Grain bars	$77.3	229.0	23.1	8.9
2	1	Quaker Chewy	72.3	7.1	21.6	25.7
3	2	Kudos	53.9	-16.0	16.1	24.5
4	3	Nature Valley Granola bar	51.0	18.3	15.2	16.4
5	5	Sunbelt Granola Naturals	27.8	43.9	8.3	7.4
6	7	private label	13.4	29.6	4.0	3.9
7	8	Fi-Bar Chewy & Nutty	10.2	30.2	3.0	3.0
8	NA	Nature Valley Granola Bites	8.1	NA	2.4	0.0
9	9	Fi-Bar	6.4	-3.1	1.9	2.5
10	6	Quaker Granola Dipps	5.8	-46.3	1.7	4.1
		Total granola, yogurt, fiber bars	334.2	27.3	100.0	100.0

Dollars are in millions for 52 weeks ended June 27, 1992.

Granola, that staple of the 1970s, has staged a comeback. The leaders, Quaker Chewy Granola Bars and General Mills' Nature Valley brand—including its new Granola Bites—registered strong advances. Topping the leaders, however, is a product with no granola at all: Kellogg's Nutri-Grain Cereal Bars, which rolled national in 1991.

Brownie mixes

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	Betty Crocker	$78.6	1.0	42.7	40.6
2	2	Duncan Hines	45.5	-11.9	24.7	26.9
3	3	Pillsbury	33.7	-7.1	18.3	18.9
4	4	Martha White	10.5	-6.0	5.7	5.8
5	5	private label	9.9	-1.6	5.4	5.2
6	8	Gold Medal	1.9	118.8	1.0	0.5
7	6	Jiffy	1.5	-2.5	0.8	0.8
8	10	Krusteaz	0.8	180.3	0.4	0.2
9	7	generic	0.7	-30.6	0.4	0.5
10	9	Robin Hood Select Recipe	0.5	16.4	0.2	0.2
		Total brownie mixes	184.3	-3.9	100.0	100.0

Dollars are in millions for 52 weeks ended June 27, 1992.

Until last year, growth in the brownie mix segment had outpaced the broader dessert mix category. In the past year, sales slipped for nearly every player but General Mills. With Betty Crocker growing, and with expanded distribution of its Gold Medal pouch mixes, General Mills cooked up an impressive share increase.

Spaghetti sauces

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	Prego	$292.4	3.8	27.0	27.4
2	2	Ragu Old World	157.4	2.5	14.5	14.9
3	3	Ragu Chunky Gardenstyle	95.7	2.9	8.8	9.0
4	5	Hunt's	93.7	30.9	8.6	7.0
5	7	Classico	65.6	4.7	6.1	6.1
6	4	Ragu Homestyle	60.1	-18.8	5.5	7.2
7	6	Ragu Fino Italian Pasta Sauce	52.4	-18.1	4.8	6.2
8	8	Ragu Thick & Hearty	46.4	-10.0	4.3	5.0
9	9	private label	32.7	5.7	3.0	3.0
10	10	Newman's Own	26.8	5.9	2.5	2.5
		Total spaghetti sauces	1,083.7	5.4	100.0	100.0

Dollars are in millions for 52 weeks ended June 27, 1992.

Ragu Foods, the overall leader in spaghetti sauces, struggled last year as its total share fell from 42.3% to 37.9%. No. 2 Prego also saw a share decline. The surprising winner has been ConAgra's Hunt-Wesson, with improved marketing for its canned Hunt's brand and a big splash from new Healthy Choice spaghetti sauce.

Barbecue sauces

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	Kraft	$74.4	2.1	23.4	23.7
2	2	Bulls Eye	45.1	13.8	14.2	12.9
3	3	KC Masterpiece	36.1	0.9	11.4	11.6
4	4	Open Pit	26.7	-6.9	8.4	9.3
5	5	Hunt's	24.6	-8.2	7.7	8.7
6	7	Kraft Thick'N Spicy	23.5	16.2	7.4	6.6
7	6	Heinz	21.3	-5.7	6.7	7.3
8	8	private label	12.4	5.3	3.9	3.8
9	9	Maull's	6.0	-0.1	1.9	2.0
10	10	Chris & Pitts	4.3	-8.8	1.3	1.5
		Total barbecue sauces	317.7	3.1	100.0	100.0

Dollars are in millions for 52 weeks ended June 27, 1992.

Although its main Kraft brand struggled, both Bulls Eye and Kraft Thick'N Spicy performed well enough to fire up Kraft USA's overall share, which rose to 45% from 43.2%. The improvement apparently came at the expense of three large competitors: Campbell Soup Co.'s Open Pit, ConAgra's Hunt's and H.J. Heinz Co.

Salad dressings

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	Kraft	$171.2	10.8	15.2	15.0
2	3	Kraft Free	117.7	20.6	10.5	9.5
3	2	Wish-Bone	115.1	-0.7	10.3	11.3
4	4	Hidden Valley Ranch	107.3	20.0	9.6	8.7
5	6	Good Seasons dry	57.3	15.2	5.1	4.8
6	7	Wish-Bone low cal	46.0	2.5	4.1	4.4
7	5	Kraft low cal	42.6	-27.0	3.8	5.7
8	11	Hidden Valley Take Heart	41.5	13.0	3.7	3.6
9	10	Hidden Valley Ranch dry	39.6	-1.6	3.5	3.9
10	8	Seven Seas	37.6	-13.7	3.3	4.2
		Total salad dressings	1,123.2	9.1	100.0	100.0

Dollars are in millions for 52 weeks ended June 27, 1992.

Reduced-fat products are pouring it on in the salad dressing category, with strong increases for Take Heart and Kraft Free. But Kraft's overall share, including Seven Seas, actually fell to 32.8% (from 34.4%) as Kraft Free cannibalized its other brands. Clorox Co.'s Hidden Valley Ranch increased its overall share to 16.8%.

Source: Data from A.C. Nielsen ScanTrack represent market share in supermarkets with annual revenues greater than $2 million. **AA analysis:** Julie Liesse. **AA chart:** Kevin Brown. **Notes:** Percent change is computed on previous-year sales figures, not shown.

Magazine ad page leaders

Publishers Information Bureau figures for January through July 1992.

Rank	Magazine	Pages	% chg	Dollars	% chg
1	Business Week	1,975.86	10.0	114,994,946	6.2
2	Forbes	1,794.04	5.5	83,291,240	9.1
3	Bride's & Your New Home	1,660.65	-2.0	32,041,190	0.8
4	People	1,660.58	-1.7	185,543,647	5.5
5	The Economist	1,622.88	24.4	18,121,068	46.6
6	Fortune	1,375.15	-7.4	73,395,823	-5.8
7	Modern Bride	1,369.50	-3.5	24,488,691	8.0
8	TV Guide	1,343.50	1.7	149,615,841	-3.8
9	Sports Illustrated	1,284.59	9.0	180,509,901	11.7
10	Vogue	1,271.13	-0.9	54,347,964	4.5
11	Entrepreneur	1,234.99	5.0	15,735,152	22.6
12	Golf World	1,150.93	14.9	10,852,629	22.0
13	Time	1,150.92	2.0	188,040,613	10.3
14	New York Magazine	1,147.77	-0.9	20,455,580	2.0
15	Cosmopolitan	1,098.56	-2.6	75,366,986	4.1
16	Newsweek	1,093.29	9.3	133,517,096	11.2
17	Bridal Guide	1,071.40	16.8	10,785,900	56.6
18	U.S. News & World Report	1,068.56	10.1	96,941,275	17.0
19	American Way	961.17	17.1	14,282,265	16.4
20	Family Circle	931.23	12.9	85,836,200	19.8
21	Good Housekeeping	926.45	5.6	102,519,403	11.6
22	The New Yorker	902.85	1.2	26,094,562	4.2
23	Golf Digest	878.92	16.8	52,017,094	18.4
24	Glamour	862.35	-5.7	50,993,621	2.4
25	Muscle & Fitness	847.24	2.0	16,136,874	6.3
26	Yachting	837.00	4.3	5,813,680	9.6
27	Rolling Stone	825.33	-2.9	36,020,761	4.4
28	Woman's Day	816.56	23.6	66,315,292	28.9
29	Skin Diver	805.85	-6.9	8,800,037	-0.3
30	Parents	787.37	5.6	36,791,776	10.1
31	Southern Living	783.37	15.4	44,709,406	23.7
32	Elle	764.35	-10.2	27,708,457	-2.6
33	Ladies' Home Journal	760.61	-8.6	62,707,864	-3.0
34	Popular Photography	760.51	2.9	19,140,840	9.3
35	Better Homes & Gardens	760.09	6.1	100,000,450	12.7
36	Sunset	737.54	-12.4	27,902,361	11.1
37	Texas Monthly	727.91	-2.5	9,181,690	6.7
38	Golf Magazine	718.86	5.5	29,574,589	15.6
39	Car & Driver	716.65	-4.1	31,143,445	5.7
40	Money	704.71	8.2	50,114,633	12.2
41	Vanity Fair	698.58	9.2	29,423,360	28.9
42	Road & Track	677.36	8.4	21,543,985	13.2
43	GQ	671.01	-13.0	21,162,216	-0.5
44	Travel & Leisure	663.97	-12.1	30,529,002	-4.0
45	Architectural Digest	647.37	-7.4	18,526,078	-7.0
46	Inc.	643.43	29.7	28,641,255	25.8
47	Mademoiselle	641.63	-10.1	24,940,507	-1.1
48	Black Enterprise	628.65	12.5	10,067,054	21.8
49	Redbook	628.35	5.3	38,980,585	-2.8
50	Financial World	620.08	66.1	16,131,623	81.4
51	McCall's	611.41	11.1	48,110,981	8.6
52	W Magazine	599.97	11.1	16,183,376	21.8
53	Country Living	595.09	13.7	28,380,387	18.9
54	Jet	587.96	-1.3	10,682,764	1.3
55	Salt Water Sportsman	585.01	-5.8	3,975,397	-9.8
56	Bicycling	577.52	-12.5	10,394,797	3.6
57	Gourmet	567.31	-7.8	17,713,820	-4.3
58	Outside Magazine	566.54	14.0	13,421,699	33.3
59	Parenting	547.91	31.5	15,194,322	53.4
60	Conde Nast Traveler	537.40	-6.1	16,657,835	-3.0
61	Entertainment Weekly	535.92	16.1	16,981,892	53.6
62	Delta Sky	531.40	19.7	16,434,001	30.4
63	Self	521.89	1.5	21,876,966	2.5
64	Reader's Digest	521.12	3.3	65,878,504	18.3
65	Ebony	518.32	-6.5	20,325,835	-4.6
66	Four Wheeler	501.83	-7.3	4,144,686	-16.5
67	Bon Appetit	494.82	-2.0	17,502,000	7.5
68	Seventeen	491.56	-5.9	17,588,966	-5.0
69	Automobile Magazine	488.86	4.2	12,965,339	5.4
70	Parade*	482.53	13.3	260,716,704	18.6
71	Essence	471.82	10.3	15,077,904	25.6
72	San Francisco Focus	469.99	1.2	3,385,943	4.6
73	Shape Magazine	465.88	21.9	8,505,654	28.9
74	Esquire	464.87	6.1	16,798,983	15.4
75	Tennis	463.32	11.8	17,173,289	16.8
76	Motor Trend	454.04	-12.4	19,273,622	-5.1
77	Compute	445.72	-7.9	3,948,821	-8.4
78	Bassmaster	438.47	-1.6	9,516,422	2.3
79	USA Weekend*	437.05	17.5	98,732,401	34.3
80	Penthouse	430.31	2.7	16,952,712	-1.5
81	Smithsonian	428.37	-11.0	20,625,461	-4.1
82	New Woman	427.74	0.0	11,799,725	-0.7
83	Popular Science	418.57	1.9	15,175,485	19.8
84	Northwest Airlines World Traveler	415.31	48.9	8,258,905	15.6
85	House Beautiful	415.26	6.8	17,813,269	9.3
86	Harper's Bazaar	413.32	-25.9	12,738,198	-21.9
87	Sports Afield	411.94	-4.4	9,123,248	1.2
88	Metropolitan Home	411.85	-11.3	15,601,224	-6.8
89	Hot Rod	411.48	-9.9	11,131,069	-3.3
90	Omni	409.36	5.8	11,191,569	5.6
91	Field & Stream	408.66	-6.7	18,919,679	-8.2
92	Popular Mechanics	407.03	-1.2	16,568,734	12.0
93	Kiplinger's Personal Finance	398.24	24.4	11,896,037	32.0
94	Mirabella	395.99	-16.7	11,674,195	17.9
95	Home	389.16	21.0	10,317,331	2.5
96	Working Woman	386.54	-17.1	13,693,235	-11.9
97	HG	380.89	-20.1	11,586,858	-10.3
98	The Atlantic	376.39	9.6	7,723,682	22.9
99	Premiere	373.92	-2.9	8,196,592	5.0
100	Yankee	371.26	-3.8	4,112,357	-20.5

Percent change compares January-July in 1992 with 1991. *National Sunday magazine, tracked separately by PIB. Source: Publishers Information Bureau

Magazine publishers cheering July gains

By Scott Donaton

July is traditionally one of the dreaded "J" months—along with January—of magazine publishing, when ad pages are few and far between. But not this year.

Ad pages rose a healthy 8.2% to 10,325.4 in July compared with the same month last year, the fourth consecutive monthly page gain, Publishers Information Bureau reported. After seven months, pages totaled 88,934.3, a gain of 2.3%.

The July increase follows a strong first-half finish, but many publishers are still concerned about what the fourth quarter will bring.

Seven of the top 10 ad categories were up in pages in July, with only travel (563.9 pages, down 12.6%), food (484.9, down 7.6%) and cigarettes and tobacco (395.3, down 5.6%) posting declines. For the first seven months of the year, five of the top 10 categories—drugs, automotive, computers and office equipment, business and consumer services, and direct response companies—were up.

Larger magazines continued to lead the comeback, with 13 of the top 20 showing gains through July. By comparison, just seven of the last 20 titles on a list of the top 100 in ad pages were up for the same period.

MEDIA WORKS

The women's service field has been among the categories benefiting from the recent upswing. *Family Circle* (931.2 pages, up 12.9%) and *Good Housekeeping* (926.5 pages, up 5.6%) are battling for the leadership position.

Woman's Day continued its strong comeback with a 23.6% jump to 816.6 pages. *Better Homes & Gardens'* 760.1 pages were up 6.1%, *Redbook's* 628.4 were up 5.3% and *McCall's* 611.4 were up 11.1%. *Ladies' Home Journal* was the only one of the "Seven Sisters" on the downside; its 760.6 pages were off 8.6%.

The newsweeklies also have reason to smile. *Time's* 1,150.9 pages represented a 2% gain, *Newsweek* gained 9.3% to 1,093.3 pages and *U.S. News & World Report's* 1,068.6 pages were up 10.1%.

While *Time* was up in pages, parent Time Inc.'s other magazines posted mixed results for the first seven months of 1992. Gains were reported by *Sports Illustrated* (1,284.6 pages, up 9%), *Money* (704.7, up 8.2%) and *Entertainment Weekly* (535.9, up 16.1%), while pages fell at *People* (1,660.6, down 1.7%), *Fortune* (1,375.2, down 7.4%) and *Life* (277.9, down 3.6%).

Fortune was the only one of the Big 3 business books singing the blues. *Business Week* took its usual place at the head of the PIB chart with 1,975.9 pages, a 10% increase, while *Forbes* ranked second overall with 1,794 pages, up 5.5%. □

Joe Mandese coordinates MediaWorks.

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	July 1992	July 1991	Year-to-date 1992	Year-to-date 1991
■ Auto/cycle/rec. vehicles				
AutoWeek (52X)	124.3	145.3	930.3	912.1
Automobile Magazine C.	63.5	77.3	488.9	469.3
Car & Driver C.	104.2	114.3	716.7	747.6
Car Collector & Car Classics	49.0	19.0	251.0	145.0
Car Craft	63.8	69.1	409.4	426.7
Circle Track	84.0	74.3	624.5	587.8
Cycle World	60.1	54.2	446.6	334.8
Dirt Rider	45.5	44.6	336.4	295.8
Dune Buggies & Hot VWs	76.6	80.9	542.9	482.8
Easyriders	44.0	39.7	342.1	314.6
Family Motor Coaching	186.7	175.7	1,234.3	1,151.5
Four Wheeler C.	83.0	78.6	501.8	541.2
Hot Rod C.	61.3	63.3	411.5	456.9
Motorcyclist	54.2	42.4	363.6	337.7
Motor Trend C.	59.4	70.2	454.0	518.0
Motorhome	65.5	75.8	496.5	568.5
Petersen's 4 Wheel	85.8	67.4	495.6	483.6
Rider	40.1	40.3	303.0	288.0
Road & Track C.	114.3	94.9	677.4	624.7
Trailer Life	68.6	94.5	509.9	585.1
Total Group	**1,534.0**	**1,521.8**	**10,536.2**	**10,271.7**
% change	**0.8%**		**2.6%**	
■ Boating & yachting				
Boating	98.8	83.8	924.7	689.9
Chesapeake Bay	32.8	30.5	213.6	209.1
Cruising World	71.7	87.2	571.0	715.5
Lakeland Boating (11X)	70.1	52.8	512.8	462.5
Motor Boating & Sailing	65.8	76.8	725.5	700.7
Sail	80.9	80.3	733.1	700.0
Sailing World	35.5	41.3	262.3	344.0
Trailer Boats (11X)	44.0	88.0	401.8	481.6
Yachting C.	90.1	99.1	837.0	802.8
Total Group	**589.7**	**639.8**	**5,181.9**	**5,106.1**
% change	**-7.8%**		**1.5%**	
■ Civic/fraternal				
Elk (10X)	—	—	103.4	95.4
Kiwanis (10X)	—	—	109.1	102.1
Lion (10X)	7.7	10.2	44.1	56.2
Rotarian	12.9	10.1	105.5	109.9
V.F.W. (11X)	—	—	150.8	169.7
Total Group	**20.6**	**20.3**	**512.9**	**533.3**
% change	**1.5%**		**-3.8%**	
■ General				
American Health (10X) C.	52.4	41.5	285.7	197.0
American Heritage (8X) C.	32.4	27.4	145.5	202.6
American Legion	23.5	28.1	214.7	231.0
Archaeology (6X)	20.0	25.7	100.0	121.4
Art & Antiques (10X) C.	—	—	236.6	343.5
ARTnews (10X)	—	—	410.7	533.5
The Atlantic C.	36.3	41.6	376.4	343.6
Bon Appetit C.	70.2	57.4	494.8	505.0
Buena Salud	18.4	37.2	126.6	185.6
Cable Guide Plus Total TV C.	28.8	23.1	176.2	171.3
Caribbean Travel & Life (6X) A.	52.7	37.8	219.0	222.9
Conde Nast Traveler C.	49.8	112.6	537.4	572.4
Consumers Digest (6X) C.	—	18.2	88.7	86.4
Cooking Light (7X) C.	68.8	49.6	269.5	230.7
Country America (10X) C.	—	60.6	250.6	271.5
Departures N. America (6X)	—	—	107.6	172.4
Ebony C.	70.3	71.0	518.3	554.5
Endless Vacation (8X) C.	30.7	25.8	174.8	127.8
Food & Wine C.	48.0	29.2	325.2	299.2
Golden Years (6X)	26.8	24.0	125.5	112.4
Gourmet C.	42.2	46.7	567.3	615.3
Harper's Magazine C.	17.9	24.3	188.9	211.7
Islands (6X) C.	85.0	101.1	325.8	331.6
Kiplinger's Personal Finance C.	42.5	32.8	398.2	320.3
Let's Live	39.0	39.0	276.0	295.0
Life C.	50.5	36.6	277.9	288.2
Longevity C.	53.6	43.3	358.2	308.7
Mature Outlook (6X) C.	40.4	38.0	176.6	163.1
Modern Maturity (6X) C.	—	—	101.5	97.7
Money C.	90.6	68.7	704.7	651.3
National Geographic C.	21.5	23.0	159.0	162.4
National Geographic Traveler (6X) C.	37.6	23.4	200.5	168.7
Natural History C.	18.7	28.4	172.5	221.0
New Choices for Retired Living (10X) C.	41.6	34.5	195.0	200.3
Prevention C.	43.3	32.6	320.5	280.6
Reader's Digest C.	69.6	47.1	521.1	504.5
Sat. Evening Post (9X) C.	33.4	32.8	138.2	168.3
Smithsonian C.	49.9	55.5	428.4	481.2
Town & Country C.	24.6	33.2	347.3	508.3
Travel-Holiday (10X) C.	26.7	33.5	291.8	306.3
Travel & Leisure C.	62.6	62.2	664.0	755.4
Travelhost	114.6	118.4	836.9	850.1
US Magazine C.	44.0	38.6	235.4	259.2
Utne Reader (6X)	44.0	42.0	207.8	180.7
Vanity Fair C.	67.8	55.7	698.6	639.9
The Walking Mag. (6X) C.	—	—	115.3	104.8
Yankee C.	44.6	42.7	371.3	385.8
Total Group	**1,835.4**	**1,844.7**	**14,462.5**	**14,944.6**
% change	**-0.5%**		**-3.2%**	
■ Home				
Architectural Digest C.	57.6	84.1	647.4	699.4
Better Homes & Gardens C.	93.1	79.5	760.1	716.3
Colonial Homes (6X) C.	—	—	156.5	152.3
Columbus Monthly-Homes (4X)	19.2	25.3	54.7	64.4
Country Home (6X) C.	—	—	194.3	184.5
Country Life (6X)	20.3	35.8	124.7	195.0
Country Living C.	78.0	51.7	595.1	523.5
Decorating Remodeling (8X) C.	—	—	226.8	192.3
Family Handyman (10X) C.	34.7	35.5	279.1	299.3
Flower & Garden (6X)	—	—	145.9	130.2
HG C.	27.0	31.6	380.9	476.9
Home C.	67.3	27.4	389.2	321.6
Home Mechanix (10X) C.	36.2	39.0	235.9	275.2
Horticulture (10X)	—	—	286.0	291.2
House Beautiful C.	39.8	39.2	415.3	388.9
Metropolis (10X)	38.3	44.7	306.2	316.7
Metropolitan Home C.	42.8	53.7	411.9	464.2
Midwest Living (6X) C.	—	—	252.6	219.9
Organic Gardening (9X) C.	38.9	41.5	266.9	292.6
Phoenix Home/Garden	38.5	49.8	349.6	339.4
Practical Home-owner (9X) C.	—	—	103.4	251.3
San Diego Home/Garden	54.6	53.6	392.2	451.4
Southern Accents (10X) C.	45.5	42.7	298.9	275.4
Southern Living C.	118.5	78.5	783.4	678.8
Sunset Magazine C.	81.2	80.3	737.5	842.0
Traditional Home (6X) C.	38.0	—	147.7	80.7
Workbench (6X)	—	—	152.0	118.1
Total Group	**969.3**	**893.9**	**9,093.8**	**9,241.4**
% change	**8.4%**		**-1.6%**	
■ In-flight & other passenger				
Aboard Group (6X)	49.5	41.8	151.7	150.3
Alaska Airlines	52.4	44.6	354.6	369.7
America West Airlines	49.0	66.2	380.2	461.8
American Way (24X) C.	136.1	104.6	961.2	821.0
Delta Sky C.	77.9	56.4	531.4	444.1
Northwest Air World Traveler C.	65.5	37.0	415.3	279.0
Spirit of Aloha	37.3	37.3	267.6	243.0
TWA Ambassador A.	39.2	19.0	265.2	181.8
United Vis `A Vis	69.1	63.8	494.3	468.8
US Air Magazine	65.3	60.2	505.2	451.6
Total Group	**641.3**	**530.8**	**4,326.7**	**3,871.0**
% change	**20.8%**		**11.8%**	
■ Men's				
Details	48.0	31.8	266.4	166.3
Esquire C.	50.6	43.8	464.9	438.3
Firehouse Magazine	49.3	57.0	300.6	287.8
Gentlemen's Quarterly C.	59.6	65.8	671.0	771.7
M Magazine C.	40.5	30.7	326.5	290.3
Men's Fitness	37.3	37.0	267.1	242.7
Men's Health (6X)	23.9	16.3	91.0	86.6
Muscle & Fitness C.	129.7	114.8	847.2	831.0
Penthouse C.	65.4	65.0	430.3	418.9
Playboy C.	53.1	55.1	351.5	428.2
Popular Mechanics C.	48.5	48.9	407.0	411.8
Total Group	**605.6**	**566.3**	**4,423.6**	**4,373.5**
% change	**6.9%**		**1.1%**	
■ Metropolitan				
Aloha (6X)	30.2	32.5	125.8	138.0
Annapolitan (10X) A.	40.9	38.9	217.8	292.4
Atlanta	52.4	52.3	409.4	471.5
Baltimore	29.1	44.5	225.3	319.6
Boston	71.3	66.3	491.5	510.9
Chicago	56.9	54.8	467.6	500.8
Chicago's North Shore	79.7	74.9	545.1	518.6
Cincinnati	32.2	26.1	239.4	223.7
Cleveland	51.5	37.3	395.1	272.1
Columbus Monthly	44.2	57.3	289.1	312.9
Connecticut	52.0	40.5	396.7	408.7
D/Magazine	39.6	43.2	300.2	330.3
Detroit Monthly	38.4	27.0	373.1	304.6
Diablo	89.6	83.0	418.6	388.9
Grand Rapids	33.7	32.8	141.7	181.0
Honolulu	40.4	44.8	307.5	302.8
Houston Metropolitan Magazine	40.6	45.0	428.1	425.7
L.A. Style	29.9	46.0	315.4	493.8
Los Angeles	67.0	83.0	580.4	624.7
Louisville	36.2	43.5	284.7	303.2
Madison	32.0	28.0	326.0	279.0
Memphis	25.4	36.5	223.6	319.3
Mid Atlantic Country	49.1	42.6	402.4	361.6
Milwaukee	25.0	34.2	285.9	388.2
Minneapolis/St. Paul	60.7	56.6	622.5	551.3
Minnesota Monthly Mag.	42.5	38.7	398.1	345.1
New Jersey Monthly	21.7	30.5	329.2	300.3
Ohio	34.8	35.2	311.9	312.5
Orlando	59.1	74.5	379.9	616.6
Pacific Northwest (9X) A.	36.0	21.3	223.5	198.5
Palm Springs Life	48.3	67.4	559.9	758.9
Philadelphia	73.8	97.4	586.6	690.9
Phoenix	26.3	24.1	222.6	191.5
Pittsburgh	44.0	45.3	444.1	440.5
Rhode Island Monthly	33.3	43.0	211.9	258.1
Sacramento Magazine	69.1	62.6	300.6	346.3
San Diego	54.5	95.2	536.2	665.3
San Francisco Focus C.	29.8	56.5	470.0	464.5
Sarasota (10X)	45.5	58.0	462.8	458.2
South Florida Magazine	54.3	30.3	397.6	327.0
Texas Monthly C.	73.5	85.4	727.9	746.7
The Washingtonian	67.6	74.3	560.0	650.0
Total Group	**1,962.1**	**2,111.3**	**15,935.7**	**16,994.3**
% change	**-7.1%**		**-6.2%**	
■ Music/entertainment				
Audio	48.8	50.4	459.2	515.1
Dance Magazine	43.2	40.9	402.2	398.0
Entertainment Weekly (52X) C.	62.2	52.8	535.9	461.4
Premiere C.	46.2	50.1	373.9	385.0
Rolling Stone (25X) C.	81.2	90.0	825.3	850.2
Spin C.	47.4	49.6	332.7	292.3
Video Magazine	67.0	67.8	480.0	470.0
Total Group	**395.8**	**401.7**	**3,409.2**	**3,372.1**
% change	**-1.5%**		**1.1%**	
■ Outdoor & sport				
Alaska	26.4	31.1	256.3	295.6
The American Handgunner (6X)	75.0	60.0	276.0	220.0
American Hunter	13.1	11.5	107.3	99.8
American Rifleman	21.1	18.4	145.6	137.9
Audubon (6X) C.	31.0	35.2	175.3	171.4
Backpacker (8X) C.	—	—	187.2	157.3
B.A.S.S. Times	17.9	10.9	149.2	96.5
Bassmaster (10X) C.	37.0	47.6	438.5	445.8
Bicycling (10X) C.	73.9	90.3	577.5	659.9
Ducks Unlimited (6X)	34.5	19.2	120.0	98.0
Field & Stream C.	41.6	42.9	408.7	438.1
Fishing World (6X)	13.1	19.4	117.6	117.5
Flex	93.8	83.3	654.6	544.0
Florida Sportsman	89.5	82.7	767.4	780.3
Golf Digest C.	92.9	82.5	878.9	752.2
Golf Magazine C.	58.0	54.1	718.9	681.7
Guns	48.0	35.0	311.0	252.0
Guns & Ammo	35.8	34.1	262.7	248.8
In-Fisherman (7X)	—	—	368.0	356.0
Outdoor Life C.	29.4	46.1	364.1	437.2
Outside Magazine C.	65.5	64.7	566.5	497.2
Petersen's Hunting	36.5	35.3	242.6	224.4
Runner's World C.	45.0	39.0	356.8	335.4
Salt Water Sportsman C.	69.5	87.7	585.0	621.1
Shooting Times	38.4	25.9	241.2	194.4
Sierra (6X) C.	38.9	36.7	184.8	163.8
Ski (8X) C.	—	—	283.0	301.6
Skiing (7X) C.	—	—	268.0	229.6
Skin Diver C.	117.7	120.7	805.9	865.4
Southern Outdoors (9X)	46.3	37.7	291.9	247.2
Southern/Western Links (6X)	—	—	215.0	138.6
Sport Magazine C.	20.6	17.2	168.1	220.7
Sports Afield C.	48.1	40.9	411.9	430.7
Surfing	60.5	67.2	340.3	396.9
Tennis C.	77.1	61.5	463.3	414.4
Volleyball A.	45.5	37.9	215.1	130.6
Waterski (10X)	64.5	56.5	472.2	428.0
Western Outdoors (9X)	—	—	128.5	118.9
Wind Surfing (8X)	50.8	52.0	322.3	298.7
Total Group	**1,656.9**	**1,584.8**	**13,847.0**	**13,247.6**
% change	**4.5%**		**4.5%**	
■ Photography				
American Photo (6X) C.	43.7	53.7	180.5	202.9
Outdoor Photographer (10X)	—	—	176.1	156.8
Petersen's Photographic	58.1	41.2	393.7	245.9
Popular Photography C.	110.8	110.6	760.5	739.4
Shutterbug	169.0	173.0	1,217.0	1,209.0
Total Group	**381.6**	**378.4**	**2,727.8**	**2,553.9**
% change	**0.8%**		**6.8%**	
■ Science/electronic/mech				
Compute C.	67.6	59.1	445.7	483.8
Discover A. C.	20.2	20.8	145.6	202.4
Home Office Computing C.	36.8	24.2	322.4	238.2
Omni C.	54.2	49.9	409.4	387.8
Popular Science C.	40.7	42.7	418.6	410.6
Scientific American C.	36.0	36.6	337.6	336.4
Spectrum C.	36.1	36.6	275.2	302.2
Total Group	**291.7**	**270.0**	**2,354.4**	**2,361.4**
% change	**8.0%**		**-0.3%**	
■ Woman/fashion/service				
Allure C.	41.3	10.8	279.9	153.0
Bride's Magazine (6X) C.	—	—	1,660.7	1,694.6
Child (10X) C.	—	—	362.9	279.6
Cosmopolitan C.	146.9	115.2	1,098.6	1,127.3
Elegant Bride (6X)	—	—	795.9	499.9
Elle C.	68.6	59.6	764.4	850.9
Essence C.	60.1	59.0	471.8	427.7
Family Circle (17X) C.	116.9	83.1	931.2	824.9
Glamour C.	83.7	87.4	862.4	914.4
Good Housekeeping C.	111.2	100.6	926.5	877.0
Harper's Bazaar C.	26.8	36.9	413.3	557.6
Imagen	59.7	54.0	425.0	491.7
Ladies' Home Journal C.	104.5	88.9	760.6	831.9
Lear's C.	31.5	22.7	251.5	255.3
Mademoiselle C.	79.6	73.7	641.6	713.4
McCall's C.	94.4	61.6	611.4	550.5
Military Lifestyle A.	48.9	96.2	311.5	395.7
Mirabella C.	28.5	23.0	396.0	475.6
Modern Bride (6X) C.	—	—	1,369.5	1,419.6
New Woman C.	65.6	56.6	427.7	427.7
Parenting C.	—	—	547.9	416.6
Parents Magazine C.	97.2	75.6	787.4	745.9
Redbook C.	92.4	63.9	628.4	596.7
Sassy C.	41.5	29.5	274.4	241.0
Self C.	64.6	48.3	521.9	514.0
Seventeen C.	57.4	47.6	491.6	522.3
Shape C.	66.2	53.6	465.9	382.3
Soap Opera Digest (26X) C.	25.4	23.1	251.1	237.6
Teen Magazine	31.2	38.7	294.6	289.1
True Story C.	48.7	36.3	291.0	286.6
Victoria C.	24.2	22.4	252.8	273.3
Vogue C.	84.4	87.5	1,271.1	1,282.3
W Magazine (26X) C.	122.3	51.4	600.0	540.2
Weddings West (4X) A.	—	—	322.0	42.3
Weight Watchers C.	28.2	33.3	204.9	229.1
Woman's Day (15X) C.	100.7	75.8	816.6	660.7
Workbasket (6X)	—	—	116.2	101.2
Working Mother C.	38.0	41.6	346.2	379.5
Working Woman C.	38.3	51.1	386.5	466.1
YM-Young & Modern (10X)	—	—	207.7	219.6
Total Group	**2,128.9**	**1,808.7**	**22,840.3**	**22,194.6**
% change	**17.7%**		**2.9%**	
■ Youth				
Boys' Life C.	24.5	10.6	117.1	109.8
Campus Life (10X)	27.3	22.7	256.9	258.0
Total Group	**51.9**	**33.3**	**374.0**	**367.8**
% change	**55.8%**		**1.7%**	
■ Business/national				
Barron's	124.0	120.1	913.7	881.4
Black Enterprise C.	47.9	38.1	628.7	558.9
Business Week (52X) C.	208.2	205.4	1,975.9	1,796.5
Economist (52X) C.	177.0	166.0	1,622.9	1,304.4
Entrepreneur C.	178.6	166.3	1,235.0	1,176.1
Entrepreneurial Woman (7X) C.	42.5	44.4	267.0	238.2
Financial World (26X) C.	66.5	29.5	620.1	373.4
Forbes (26X) C.	252.6	251.5	1,794.0	1,700.7
Fortune (26X) C.	197.3	257.4	1,375.2	1,484.7
Frequent Flyer	24.2	29.0	191.3	242.3
Futures	34.5	32.1	273.6	267.9
Harvard Bus. Review (6X) C.	36.3	40.8	170.2	202.2
Inc. Magazine C.	89.7	49.9	643.4	496.1
Income Opportunities	72.4	71.0	447.1	504.2
Industry Week (23X)	85.8	76.9	468.5	511.8
Nation's Business C.	25.5	13.8	201.3	171.4
Success C.	—	—	187.0	230.5
Total Group	**1,663.1**	**1,592.2**	**13,014.7**	**12,140.6**
% change	**4.5%**		**7.2%**	
■ Business/regional				
Bus. First-Columbus (52X)	100.5	87.0	735.8	649.4
Bus. Jrnl.-Milwaukee (52X)	82.6	123.7	750.1	802.4
Bus. Jrnl.-Sacramento (52X)	51.3	75.0	505.1	512.0
Bus. North Carolina	25.8	28.5	192.6	233.4
Capital Dist. Business Review (52X)	52.4	74.6	511.1	547.7
Caribbean Business	98.7	69.6	656.8	645.3
Corporate Rpt. Minnesota	40.2	63.5	279.9	347.1
Crain's Chicago Bus. (52X)	94.3	124.8	724.1	758.7
Crain's Cleveland Bus. (52X)	56.2	64.7	406.7	418.3
Crain's Detroit Bus. (52X)	59.0	72.7	439.9	450.1
Crain's New York Bus. (52X)	47.0	73.0	427.0	418.0
Florida Trend (12X)	44.7	37.7	280.7	259.6
Georgia Trend	21.4	30.3	207.2	246.7
Grand Rapids Bus. Jrnl.	42.8	47.3	355.7	364.2
Hawaii Business	37.8	46.0	307.7	317.8
Houston Bus. Jrnl. (52X)	120.2	141.4	967.9	812.6
Indianapolis Bus. Jrnl. (52X)	111.8	195.7	809.9	901.4
Nashville Bus. & Lifestyle	17.1	20.9	103.3	140.3
New Orleans City Business (52X) A.	82.8	72.7	537.5	347.7
Pacific Bus. News (52X)	105.7	135.8	766.1	753.1
Philadelphia Bus. Jrnl (52X)	86.5	120.4	699.9	680.4
Providence Business News	61.5	57.2	506.6	490.7
St. Louis Bus. Jrnl. (52X)	91.7	124.0	821.8	875.4
Warfield's Business Record-Maryland (52X) B.	43.7	40.3	271.3	366.3
Total Group	**1,575.7**	**1,926.9**	**12,264.5**	**12,338.7**
% change	**-18.2%**		**-0.6%**	
■ National Sunday mags				
Parade (52X) C.	59.9	54.3	482.5	425.8
USA Weekend (52X) C.	52.1	40.8	437.1	372.0
Vista Magazine (12X)	15.3	12.8	102.4	100.9
Total Group	**127.2**	**107.9**	**1,021.9**	**898.6**
% change	**17.9%**		**13.7%**	
■ Newspaper Sunday magazine				
Boston Globe	89.0	74.4	811.7	778.5
Chicago Tribune	57.0	92.4	696.9	646.0
Cleveland Plain Dealer	20.1	23.9	292.0	284.4
The Dallas Morning News	46.3	27.8	360.0	304.0
Detroit Free Press	20.0	17.0	213.0	242.0
L.A. Times C.	38.5	54.8	605.8	455.2
New York Times Mag. C.	80.7	84.1	1,463.5	1,464.2
Philadelphia Inquirer	47.6	40.5	449.9	436.2
Seattle Times	38.0	60.0	406.0	458.0
St. Louis Post Dispatch	72.3	49.8	519.0	559.3
Washington Post	43.0	39.0	485.5	540.2
Total Group	**552.5**	**563.7**	**6,303.4**	**6,168.1**
% change	**-2.0%**		**2.2%**	
■ Weeklies/bi-weeklies				
The Advocate (26X)	138.7	217.8	1,141.5	1,306.2
Army Times Military Group: Air Force Times (52X)	121.9	145.8	913.5	994.6
Army Times (52X)	119.3	140.4	895.5	972.1
Navy Times (52X)	123.8	153.7	961.2	1,038.5
Capper's (26X)	15.3	30.0	194.8	195.0
Commonweal (22X)	3.1	2.1	48.1	48.8
Golf World (41X) C.	120.1	107.4	1,150.9	1,001.6
Grit (52X)	15.9	16.8	183.9	224.7
Jet (52X) C.	70.5	74.0	588.0	595.5
National Journal (50X) C.	46.7	36.0	310.5	336.3
National Review (25X)	20.1	23.9	237.7	211.6
New Republic (48X)	56.1	29.8	325.8	275.7
New York Mag. (50X) C.	80.8	77.1	1,147.8	1,158.3
New Yorker C.	74.6	78.8	902.9	892.6
Newsweek (52X) C.	102.4	90.8	1,093.3	1,000.1
People (51X) C.	225.5	201.9	1,660.6	1,688.5
Sporting News (52X) C.	33.9	34.8	256.9	232.8
Sports Illustrated (52X) C.	184.1	123.7	1,284.6	1,178.4
Time (52X) C.	140.6	104.2	1,150.9	1,128.8
TV Guide (52X) C.	175.5	148.4	1,343.5	1,320.8
U.S. News & World Report (50X) C.	109.9	104.2	1,068.6	970.3
Total Group	**1,978.7**	**1,941.7**	**16,860.4**	**16,771.0**
% change	**1.9%**		**0.5%**	

NOTES: Linage is given in paid ad pages. (X) represents the number of times published each year; publications are monthly unless otherwise specified. Sectional linage is prorated to circulation of regional editions. A. Frequency change from prior year. B. Incomplete report not included in group total and % change. C. Figures supplied by Publishers Information Bureau. All other figures are supplied by the magazines. PIB adjusts 1991 figures to compare equivalent number of issues to 1992. *Ad Age* makes no attempt to verify figures and is not responsible for inconsistencies or errors. Compiled by Kathy Welyki.